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July 13, 2009

Dear Exhibitor,

The Office of Library Services is pleased to announce that our 20th annual Fall Professional Development Conference for School Library Personnel will be held on November 3, 2009, from 8 a.m. to 3 p.m. Again this year, all secondary and elementary level librarians are invited to attend on the same day. This means that vendors will have unprecedented access to approximately 900 New York City school library media specialists. This is the one time during the year that you will have an opportunity to present to NYC school librarians hands-on access to your materials. Our conference will be held at the Brooklyn Technical High School, 29 Ft. Greene Place, Brooklyn, NY 11217.

The theme of the conference is *Growing Lifelong Learners: Building College and Career Readiness (PK-12)*. The goals of this conference include:

- Supporting librarians in their strategic efforts to improve their library programs.
- Providing librarians with the tools they need to support and extend inquiry and independent learning through the library program.
- Providing access to the latest library resources to assist in collection development.
- Building the expertise of librarians to become leaders in the integration of resources and technology into instruction.
- Providing school library personnel with professional development and access to resources to support current performance standards in the content areas.
- Strengthening the relationship among school libraries, public libraries and the school community.

You are invited to exhibit appropriate school library educational materials and demonstrate new hardware, software, and online products for inclusion in our school library media center programs. Each conference participant will receive an Exhibitors Directory. We encourage our participants to use this directory

throughout the academic year.

Please note the following information:

- Because we will have to rent tables for the event, we are charging participant non-profit institutions a fee of \$25 to cover our costs.
- The tables will be unskirted and 6 ft. X 30 inches.
- We are not providing wireless access this year. **If you will need Internet access, you will have to provide your own laptop and your own wireless network card.** (We will, however, provide an electrical outlet for those who request it.)
- During the conference there will be scheduled uninterrupted vendor time. .
- We encourage you to offer door prizes and giveaways to the participants at your vendor table.

If you are interested in exhibiting, please complete and return the attached response form only. We have limited space; therefore, we urge taking advantage of the early bird registration of August 15.

The following information is pertinent to the actual conference day:

- Exhibitors should arrive between 7:00 and 7:30 A.M. on 11/03 to set up materials. Registration and vendor time for participants begin at 8:00. The conference is over at 3:00.
- Entrance to the school is through the Center East (mid-block on South Elliot) entrance. An elevator will be available. Vendors needing a ramp should use the SE (further up the block toward Fulton Street) entrance. Provisions will be made for entry at these locations. The vendor display area and vendor registration is on the 7th floor in the cafeteria next to the registration area. You will need to drop off your materials and then park your car. We will have personnel available to watch your materials while you do this.
- Paid public parking is available. Use the link below for a MapQuest list of near-by facilities and a map of the area:
http://www.mapquest.com/mq/10-d*b0kT1eSOsO91Jji4wF
(Also note that alternate-side-of-the-street rules will be cancelled on November 3, Election Day.)
- Please indicate any special needs that you may have.
- If you are distributing conference-wide special material (e.g. curriculum guides) please contact Barbara A. Jackson to obtain delivery information.

As previously noted, if you wish to participate, please detach and return only the Exhibitors Response Form and your check made payable to the New York City Department of Education - NYCSLS by **September 15, 2009**. Please indicate "Attn.: Conference 2009" on the bottom left-hand corner of both the check and the envelope.

Please feel free to call Judith Schaffner at (212) 374-6843 or e-mail inquiries to jschaff3@schools.nyc.gov for additional information. We look forward to your participation. Please take time to visit our web site (<http://schools.nyc.gov/academics/libraryservices>) prior to attending this conference. We have also set up a conference wiki (<http://09libraryservicesfallconference.wikispaces.com/>) and as the date gets closer, we will be adding more information.

We look forward to working with you.

Sincerely,

A handwritten signature in black ink that reads "Barbara Stripling". The signature is written in a cursive, flowing style.

Barbara Stripling, Director
NYC School Library Services

Office of Library Services

NON-PROFIT EXHIBITORS RESPONSE FORM Fall 2009

(Please type or print clearly for listing in Exhibitors Directory)

Name of Organization _____

Name of Representative 1 _____ Telephone # _____

2 _____ Telephone # _____

Toll Free # _____ Fax # _____

E-Mail Address _____ Web Site Address _____

Company Address _____

_____ Zip Code _____

DOE Contract # _____ Expiration Date _____

DOE Vendor # _____

_____ I/We wish to participate as an Exhibitor at the Fall 2009 Professional Development Conference on Tuesday, November 3, 2009. We have enclosed our company's check payable to the New York City Department of Education - NYCCLS. Indicate "Attn.: Conference 2009" on the bottom left-hand corner of both the check and the envelope. Please fill in information below and indicate total amount enclosed.

Non-Profit Vendor registration @ \$25 per table (# Tables _____)

Total Cost: _____

If you need access to an electrical outlet, please indicate here:

_____ Yes, we would like access to an outlet. We will bring duct tape, 20 foot extension cords, and a surge protector. We will provide our own laptop computer and our own wireless network card for connection to the Internet.

_____ We are not able to participate in the Fall 2009 conference but would like to remain on the mailing list for future conferences.

Return **only Exhibitors Response Form** with your check enclosed to the attention of:

**Ms. Barbara A. Jackson
New York City Department of Education
Office of Library Services
52 Chambers Street, Room 208
New York, NY 10007
ATTN: Conference 2009**